

Sustainability in the Portuguese wine sector management: An overview

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Abstract

In the present paper, we analyze the wine sector sustainability management in Portugal. The wine sector in Portugal is one of the strategic branches of agri-food industry and of the entire national economy as well. Portugal is a traditional and relevant European wine producer and consumer, but it is not one of the five leading players in the global wine market. The wine segment belongs to the alcohol industry, which is controversial because, on the one hand, it has the stigma of "sin" industry, due its negative social and health consequences, on the other hand, as an element of religious rites, wine has long been associated with the divine symbolism. In some studies, a positive impact of controlled consumption of red wine on human health has been found. However, it is widely known, that agri-food industry, including wine sector as its part, is considered one of the most harmful to the natural environment. First the paper presents a wider context of global wine market that affects wine market in Portugal as well as its international trade, and next, it presents the internal situation and tendencies, including some examples of efforts for the sustainable management of this sector of the Portuguese economy in the economic, social and ecological dimensions. The methodology adopted in this work is essentially qualitative and it consists of critical analysis of the literature from different fields of knowledge.

Key words: wine, sustainability, Portugal.